



The ROAD TO OPPORTUNITY

US 41 Corridor: Connecting NE Wisconsin to NE Wisconsin Business

CONTACT US!

Have a question about opportunities on the US 41 Project? Need assistance with plans and proposals? Call or visit the **US 41 Project Outreach Office** in Green Bay—We are here to serve you!

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Developed in partnership with the Oneida Nation, WisDOT's **US 41 Project Outreach Office** will help your business compete in the upcoming expansion project.

US 41 Project Outreach Office

100 N. Packerland Drive
Green Bay, WI 54303



U.S. Department
of Transportation

Federal Highway
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US 41 Advisory Committee: representing all communities



The US 41 Advisory Committee at Work

As you can imagine, it takes many spokes in the wheel to keep a transportation project the size of US 41 rolling. But who do those spokes represent? What percentage of them are Disadvantaged Business Enterprises? The answers to these questions are determined, in part, by the US 41 Advisory Committee whose work takes place even before any ground is broken.

The US 41 Advisory Committee, led by Kevin Chesnik, Administrator of Wisconsin Department of Transportation's (WisDOT) Division of Transportation System Development, plays the lead role in education and outreach. "Our goal is to involve the community and encourage business growth and development on the US 41 Project," said Colleen Harris, Design Supervisor for the US 41 Project.

Three sub-committees to the US 41 Advisory Committee are also at work:

The **business development** sub-committee

represents contractor organizations, elected officials, the federal government and WisDOT. It analyzes the potential for DBE involvement, recommends DBE goals for each contract and advises on policy issues.

The **labor development** sub-committee reviews issues affecting the equitable workforce participation of women and minorities. It also recommends strategies and assesses labor/workforce participation in reaching labor goals.

The **tribal** sub-committee helps raise the level of awareness and involvement on the part of Wisconsin's Indian tribes, particularly because four of the state's 11 tribes are located within a 60-mile radius of the corridor.

Within the last two years, the number of Native American businesses in road construction that are certified as DBEs has grown from 9 to over 60 through the efforts of the Outreach Office and the American Indian Chamber of Commerce.

US 41 partnership between WisDOT and Oneida Nation

WisDOT and the Oneida Nation of Wisconsin have formed an alliance as part of the department's effort to establish transportation partnerships with Wisconsin's eleven tribal nations. The move comes as WisDOT prepares for its mega construction project along the US 41 corridor, which is partially located within the Oneida Reservation boundaries.

An Intergovernmental Agreement (IGA) was signed on November 6, 2008 by WisDOT's Northeast Regional Director Mike Berg and Oneida Tribal Chairman Rick Hill. It is the first time such an agreement has been formalized between the State of Wisconsin and a Sovereign Nation.

"I believe our collaboration will become the model for government-to-government teamwork in transportation for years to come," said Ruben Anthony, Deputy Secretary for the Wisconsin Dept. of Transportation.

The Intergovernmental Agreement provides for the Oneida Nation to supply OTIE, Oneida Tribal Integrated Enterprises, a DBE certified engineering firm. OTIE, under the tutelage of WisDOT, provides consultation and contract

management assistance.

OTIE's services include assistance with bull's-eye marketing, engineering support for the US 41 Project's DBE goal

setting, technical analysis, unbundling activities, and training for DBE contractors. In addition, OTIE functions as a technical resource that can answer engineering-related questions from the disadvantaged businesses.

OTIE is one of five successful tribally-owned enterprises which provides an alternative career path for Oneida members and contributes to the Tribe's bottom line. Having OTIE as a qualified consultant means the Oneida Nation can effectively participate in the US 41 Project and contribute to the overall success of the Outreach program.



Snapshot captured at a recent Tribal Transportation meeting: L to R -- William Beson, Owner, Great Lakes Contractors; Craig Anderson, Executive Director, American Indian Chamber of Commerce of Wisconsin; Kevin Chesnik, Administrator, WisDOT Division of Transportation System Development; Gwen Carr, US 41 Outreach Coordinator & Northeast Region Tribal Coordinator; Chad Waukechon, College of Menominee Nation; Paul Trombino, WisDOT Division of Transportation System Development

"Ultimately it will provide opportunities for training and professional career development for Tribal members," said Tom Wilbur, Managing Board Member for OTIE. "But it also is a sense of pride among members, because it demonstrates the ability of the Nation to cooperate with other entities to achieve mutual results and benefits."

The intergovernmental agreement is ultimately a mechanism for the Oneida Nation to work side-by-side with the State of Wisconsin; and it further demonstrates the importance of governments working together to promote common interests.



DBE contractor prepares a storm water retention pond for the US 41 Project

DBE collaboration, a success

A Rhinelander-based prime contractor is helping make huge strides in the US 41 Project DBE effort. In March 2009, Musson Bros., Inc., was awarded the contract for a project to build a storm water retention pond at County EE and County G in De Pere. While the DBE goal for the project was set at 14 percent, Musson committed to 54 percent.

DBE contractors working on the project are:

- Double D Landscape LLC
- Ed Gersek, Inc.
- Cornelius Trucking
- Jordan Trucking
- Mega Rentals, Inc.
- Sommers Construction Co. LLC

The commitment by Musson Bros., Inc., is allowing six DBE certified contractors to gain valuable work experience with WisDOT while contributing to the expansion of US 41 in Brown County.

US 41 brings new opportunities for disadvantaged businesses

The WisDOT's Disadvantaged Business Enterprise program helps create opportunities for minority, tribal and female-owned businesses looking to win work with WisDOT.

The process explained by Ron Montano, US 41 DBE Support Engineering Specialist in the US 41 Outreach Office. "We look at the contracts and see how many companies we have that can handle the work for a given project."

The department then initiates dialogue with disadvantaged businesses about the opportunity for work on a US 41 project.

Not all DBEs have the correct qualifications needed to win a bid. The US 41 Outreach Office helps DBEs secure necessary training and certification.

Daniel Cruz of Cruz Trucking and Grading Company in Keshena, WI, has taken advantage

of the educational opportunities made available to him through the US 41 Outreach Office. His company specializes in hauling materials for demolition, excavating, road construction and landscape projects in NE Wisconsin.

"We are so thankful for the work that the US 41 Outreach office and AICC staff have done to move our company forward. (They) were there for us when so many others turned us away."

*-Daniel Cruz, Owner
Cruz Trucking and Grading*

JeTa Corporation, located in Neenah, WI, has also benefited from the help of the US 41 Outreach Office, making valuable connections through pre-bid meetings. JeTa is a Native American / Woman owned business that offers a wide variety of tools, lifting and cutting equip-

A Disadvantaged Business Enterprise (DBE) is defined as a business with at least 51-percent owned by a minority such as African Americans, Native Americans, Hispanic, Asian Pacific Islander, Asian-Indian and/or women. It must be a small business as defined by the Small Business Administration standards.

ment, parts, accessories, abrasives, and janitorial and safety supplies.

"We're unique in this industry, in that we offer a broad spectrum of products that can assist contractors and sub-contractors working on the DBE projects to meet the necessary diversity requirements. The DBE networking has given us the opportunity to improve our pre-existing business and seek new clients. "

*-Jean Gossen, Partner
JeTa Corporation*

Celebrating the Class of 2009

The December Advisory Committee meeting included a recognition celebration that recognized and celebrated the accomplishments of 2009.

Firms that achieved their DBE certification during the year were recognized as the Class of 2009. Participants on the Advisory Committee and Subcommittees were recognized for their



Advisory Committee: L to R Row 1: Jeff Johnson, Adam Warpinski, Kevin Chesnik, Kathy Hughes, JD Murphy, Leida Wesolaski, Kitty Reed, Jane Swan, Gwen Carr Row 2: Mark Higley, Matt Kunstman, Janice Hirth, Kathy Lorriger, Gail Garrity Reed, Teresa Rademacher Row 3: Dale Cheblowske, Andre Jaques, Brett Wallace, Issac Laaro, Ron Montano, Charles King, Nathan King, Bill Golnick

dedication and efforts. Achievements such as the increase in average project DBE goals in the Northeast region from a previous average of 3 percent to currently nearly 15 percent were shared as well. A presentation as well as posters depicting the Community Sensitive Design efforts on the Lake Butte des Morts causeway were also shared. An interactive video presentation including interviews with owners of DBE firms that are

working on the US 41 project, and highlighting the accomplishments of the past year was shown as part of the celebration event.

Held at the Norbert Hill Center on the Oneida reservation, the meeting included refreshments representing Native American cuisine catered by a Native American/Woman owned business.

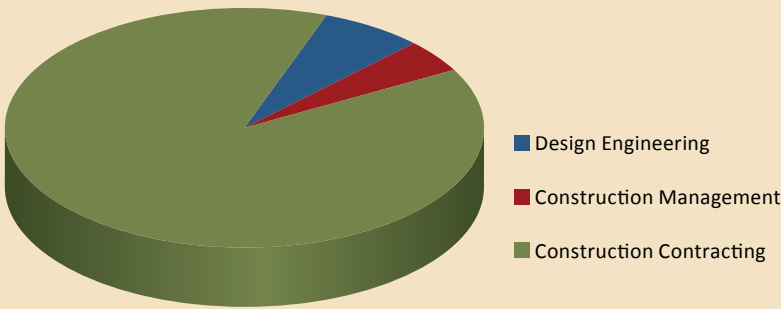


Celebrating Success: L to R

Brett Wallace, Jeff Johnson, Kevin Chesnik, Gwen Carr, Ron Montano

DBE successes for 2009

Native American businesses working on US 41 in 2009



The US 41 Project Outreach Office’s successes have impacted the American Indian DBE population the most through a partnership between OTIE Engineering, the American Indian Chamber of Commerce of Wisconsin, and WISDOT. When the office opened, there were only nine American Indian DBEs in the construction and trade areas statewide. Now there are over 60 and these businesses have seen a **588 percent** increase in their contracts on the US 41 Project! The American Indian DBEs have also expanded beyond construction into design, management, consultant and engineering fields.

Design Engineering

- 1. Standing Stone Design, LLC
- 2. Melchert Walkky

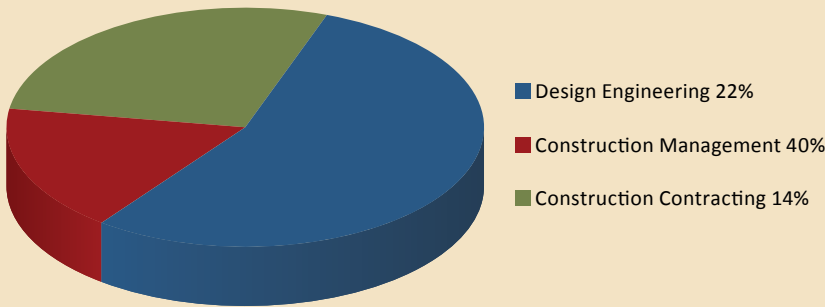
Construction Management

- 3. Oneida Total Integrated Enterprises

Construction Contracting

- | | |
|--------------------------------|-------------------------|
| 4. Big Horn Trucking, LLC | 8. Too Tall Trucking |
| 5. Standing Stone Erecting | 9. Cornelius Trucking |
| 6. Hard Rock Sawing & Drilling | 10. Jordan Trucking NO2 |
| 7. Pendleton Industries | |

Total Disadvantaged business usage on US 41 in 2009



20% DBE usage at the end of 2009

Record turnout for US 41 pre-bid meetings

In these hard economic times, the US 41 mega-construction project will bring a great deal of work to the businesses of Northeast Wisconsin and beyond.

“Over the next seven years, millions of dollars in contracts will be awarded,” said Ruben Anthony, WisDOT’s Deputy Secretary. “From administration and earthwork to building structures, everyone can share in the job opportunities.”

Proof of the great need for work was witnessed during the first half of 2009, when record numbers of primary and sub-contractors interested in the US 41 Project turned out for mandatory pre-bid meetings. Attendance at pre-bid meetings is mandatory for companies bidding as the prime contractor. Therefore, for

DBEs who want to sub-contract, these meetings are critical opportunities to meet the prime contractors.

Meeting attendance 2009:		
Feb 24	Total – 48	DBE – 23
May 14	Total – 55	DBE – 18*
May 20	Total – 23	DBE – 10
June 11	Total – 27	DBE – 7
June 24	Total – 25	DBE – 5
*(Certified or working on certification)		

Because the US 41 Project can offer a measure of stability to business owners, laborers and their families during these times of uncertainty, communicating with prospective DBE contractors about upcoming bids and project updates is imperative.

“We practice bull’s-eye marketing, which is targeting DBEs via mass e-mails, or contacting specific contractors directly, and we make a lot of phone calls to see if upcoming projects fit their business,” said Anthony.

Mandatory pre-bid meetings will be ongoing for the next 7-10 years. With the passage of the American Reinvestment and Recovery Act (ARRA) of 2009, which provides stimulus funding to help create or save jobs, some of the construction contracts were moved up. That means WisDOT is able to get more work out there faster.

Pre-bid meetings were held in November 2009, as well as February and April, 2010. Meetings are also planned for May and June of 2010.

Transportation Alliance for New Solutions

The Transportation Alliance for New Solutions, or TrANS, is a program with the mission to recruit and prepare the under-employed with skills needed to gain access to the road-building industry. It is a collaborative effort funded primarily by the Department of Transportation.

Now in its tenth year, TrANS is offered in Milwaukee, Madison, Mole Lake, Keshena, and starting in 2010 Green Bay, WI.

Training takes up to 160 hours or from between 6 -18 weeks depending on a person's level of experience.

The TrANS 160-hour Industry Awareness Class includes:

- Tool Identification / Usage
- Construction Terminology
- Apprentice Opportunities
- Job Site Safety / Flaggers Training
- Map Reading
- CDL Training
- Hands-on Projects
- Physical Conditioning
- Work Ethics

The College of Menominee Nation in Keshena is reaching out to tribal members and sur-

rounding residents about its TrANS program. The goal of the TrANS Program is to ensure participants are properly trained to become employable within the road construction business.

"We have an average age of most students that is 40 or above," said Chad Waukechon from the College of Menominee Nation. "And many times, it's the underemployed. But what's really significant is that we often quickly see the children of TrANS grads coming into the degree program here at the college. And that starts a wonderful new development in what goes on in that family dynamic as new members are pursuing post-secondary education."

The college has a working relationship with all Wisconsin contractors to offer training to existing employees and to connect contractors with the high quality workers that have completed the TrANS program. Waukechon hopes that as more of the US 41 Project contracts are let, many of the positions will go to TrANS grads.

"Whether they're hired on the 41 Project, or whether they're hired on something that's auxiliary to the project, what we're hoping to see is an improved quality of life."

Getting the word out

To educate communities that will be impacted by the US 41 Project construction, the WisDOT has enlisted the help of neighborhood liaisons. The liaisons are responsible for making the initial contact with area businesses and providing contacts for further information, when needed. They also publicize upcoming public information meetings and attend area events to

talk about the upgrades of the project.

Neighborhood Liaison Coordinator Jane Swan says the public's reaction has largely been positive. People are interested to see how the interchanges look and want to know when construction begins.

"Most people are questioning the use of roundabouts and worry about people's ability to navigate them," said Swan. "I'm happy that we can alleviate some of their concerns by presenting research, statistics and 'how-to' information."

Look for the neighborhood liaison's red shirts and smiling faces at community events in your area!

For more information on traffic updates and future outreach efforts, log on to the US 41 Web site: www.US41wisconsin.gov



Neighborhood liaisons Melissa Kok, Jane Swan, Gary DeByl, and Marjorie Murray

Rick Hill

Chairman, Oneida Nation of Wisconsin



"The 41 Project is highly visible, lasting ten years or more. We are very pleased it is here in our territory. With Oneida Total Integrated Enterprises (OTIE) lending its services through an intergovernmental agreement with WisDOT, the first of its kind here in Wisconsin, it is something we're very proud of."

Butch Kitson

Owner, Too Tall Trucking



The mandatory pre-bids and bull's-eye marketing got us exposed to the primes. The 41 Outreach office has been a great help. I don't think we would be here today if we didn't have those people helping us."

Tom Burse

Owner, Buveck Consulting



"I would like to say that Wisconsin DOT is head and shoulders above in terms of DBE goals. It allows small firms to grow that otherwise probably would not."

Leida Wesilowski

Co-Owner, Big Horn Trucking



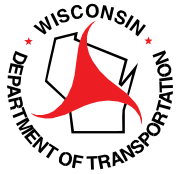
"Our experience with the 41 Project has been very positive. Everyone affiliated with the 41 Outreach office has been very supportive of us. Big Horn Trucking has benefitted tremendously by the 41 project. Right now our sales are going to exceed over a half million dollars."

Diane Bisick

President, Ed Gersek Trucking



"Gersek has been on three projects for US 41 project within the first year of construction. We introduced ourselves to Ron Montano and Gwen Carr at the 41 Outreach Office. They helped us on how to bid and they gave us contacts. They've been very helpful. The 41 Outreach office is wonderful."



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US 41 Advisory Committee: representing all communities.....	1
US 41 partnership between WisDOT and Oneida Nation	2
DBE collaboration, a success	2
US 41 brings new opportunities for disadvantaged businesses.....	3
Celebrating the Class of 2009	3
DBE successes for 2009	4
Record turnout for US 41 pre-bid meetings	4
Transportation Alliance for New Solutions	5
Getting the word out.....	5
Making a difference.....	5